

# Community Adaptation Program

Communications & Engagement  
2020 Year In Review Report  
January 2021



GENTILLY  
**Resilience**  
DISTRICT



CITY OF NEW ORLEANS  
MAYOR LATOYA CANTRELL



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# CAP CHATS (2 in 2020)

June and November 2020

**ENGAGEMENT / OUTREACH GOAL(S): Awareness, education**

- Originally envisioned as a way to attract hyper local community to view stormwater management improvements on neighbors' properties. Due to the pandemic CAP Chats transitioned into a virtual event.
- Audience: Anyone on-line. The first and second CAP Chats were streamed via Facebook live. The recording is available on the City's Office of Resilience website. Future editions will be recorded on Zoom for live and on demand viewing.



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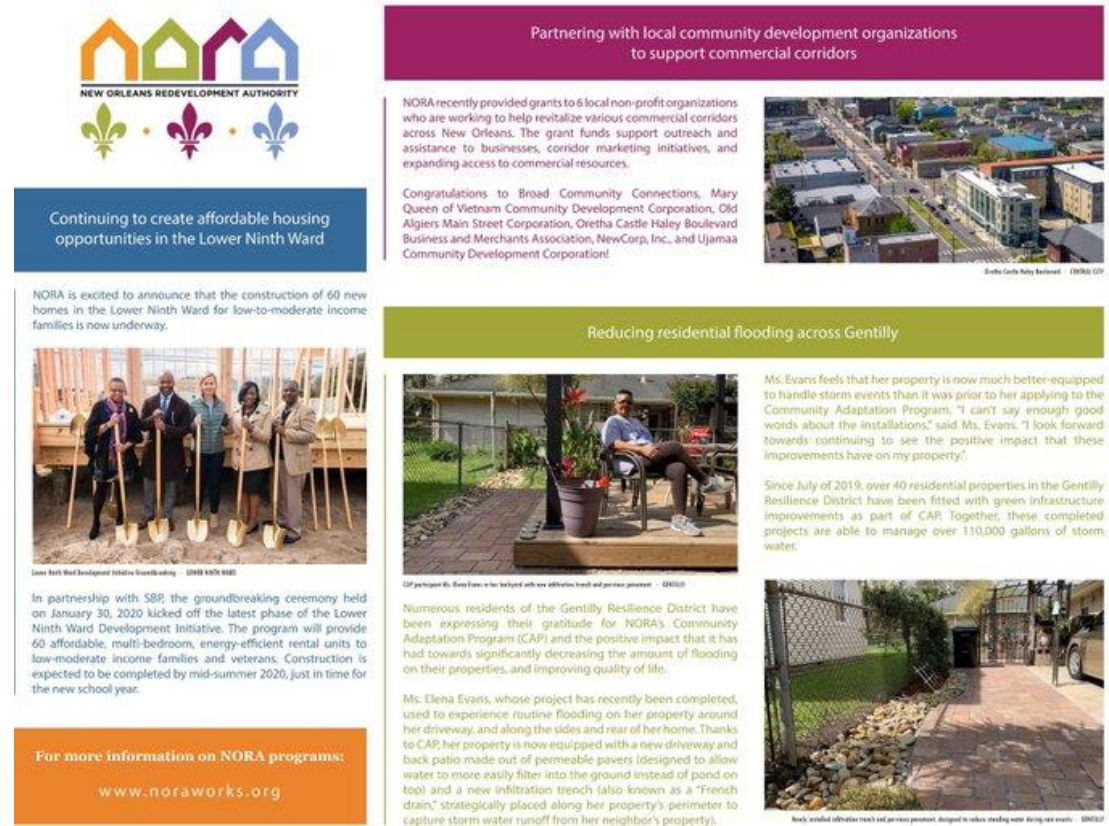
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# DIGITAL NEWSLETTERS (4 in 2020)

Winter, Spring, Summer and Fall 2020

## ENGAGEMENT / OUTREACH GOAL(S): Awareness, education

- Created for mass distribution online and via e-mail
- Informs, engages and promotes NORA's capacity and work to the public.



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# DIGITAL PRESENTATION

July 2020

## ENGAGEMENT / OUTREACH GOAL(S): Awareness, education

- Video created for EPA award submission
- Audience: posted to YouTube and NORA's website after successful submission. Viewed nationally at minimum. Garnered attention from press, partner agencies, and state and local governments



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# SOCIAL MEDIA

On-going

**ENGAGEMENT / OUTREACH GOAL(S): Education, Awareness, Promote Resilience Planning and Stormwater Management**

- NORA contracts with a 3<sup>rd</sup> party to ensure that the agency is engaged on social media regularly regarding the work we do. NORA posts original content as well as re-posts from the Mayor, Resilient NOLA and others as related to resilience.



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